

Even if Sinclair Broadcasting decides not to air the anti-Kerry documentary, I hope you will consider not renewing their license in Virginia. Without even officially showing the program, they have gotten a lot of free press for their cause because many of the local and national stations have had stories about this "news" show, including running portions of the program. The company had to know (a la Calvin Klien and his tacky advertisements) that the story would get more play and would be known about by more people than just those who have access to Sinclair's stations. This way they got play for their point of view without having to show the program, or allow Senator Kerry to defend himself.

Sinclair Broadcasting's decision to force their stations to air an anti-Kerry documentary days before the election is a clear example of the dangers of media consolidation.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. But when large companies control the airwaves, we get more of what's good for the bottom line and less of what we need for our democracy. Instead of something produced at "News Central" far away, it's more important that we see real people from our own communities and more substantive news about issues that matter.

Sinclair's actions show why we need to strengthen media ownership rules, not weaken them. They show why the license renewal process needs to involve more than a returned postcard. Thank you.